



A G E N D A

CFEE Housing Conference

A Hybrid Virtual & In-Person Event

The Long Way Home: Moving Forward During a Pandemic

February 25-26, 2021

In a year engulfed by the COVID-19 Pandemic, the effort to tackle California's wicked housing crisis was waylaid as other emergencies took precedence. In 2021, a new year brings new opportunities to pivot back to a housing conundrum that continues to eat away at the prosperity of our state. This conference will convene California leaders to explore where we are making progress, where further action is needed, and how to navigate a world shaped by ongoing public health and economic turmoil.

Hybrid Conference Etiquette and Guidelines

Name: Please input your full name and organization when you join the Zoom line by clicking the three dots in the upper right hand corner. Our guests and other participants appreciate knowing who you are. We also ask, that whenever possible, you activate your video feed to help simulate the sense of attentiveness and respect that permeates our traditional in-person gathering.

Submitting Questions and Comments: You may 1) type your questions into the chat window or 2) use the "raise your hand" function on Zoom to indicate you would like to ask your question directly and you will be called on. We will provide an opportunity for 2-3 questions and comments immediately following each presentation. We will still reserve time after all panelist remarks for our traditional roundtable conversation. Please limit your comments and questions to two minutes.

Chatham House Rule - Cyber Edition: Those of you familiar with CFEE conferences are aware of the time-honored "Chatham House Rule" by which the Foundation operates. This means specific comments are not to be attributed to any one person in the goal of promoting a more candid exchange of knowledge and insights. At this time, video conferencing is an inherently less private forum and confidentiality is not guaranteed; however, we ask that you help us to uphold our long and respected tradition. To that end, this conference will not be recorded, and we ask you not to record the discussions in any fashion or to share specific, attributable remarks. We appreciate you respecting and supporting the Chatham House Rule.

Materials. You have been emailed the final conference agenda, participant list, speaker biographies, a housing "glossary." You may also access these material on our website at www.cfee.net/housing.

THURSDAY, FEBRUARY 25

Silverado East Ballroom

11:30 – 12:45pm	Arrivals, Check-In, & Lunch – The Terrace
12:45 – 1:00pm	Welcome – Conference Overview and Roundtable Introductions

- Preview of conference topics, speakers, and goals

Jay Hansen, President & CEO, CFEE

1:00 – 2:15pm	Session 1 – The Post-2020 World: Resetting Expectations and Priorities
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Following an unprecedented year, we are left to pick up the pieces and determine where our housing crisis – and our response to it – goes from here. This opening session will examine where we stand in 2021, and what it means for our housing opportunities in the coming year and beyond.

- Has the COVID-19 pandemic shifted our housing priorities?
- Did proactive intervention stave off the worst of pandemic-driven evictions and foreclosures? Is more assistance needed as landlords and mortgage companies seek arrears?
- What has the economic crunch done to our housing market and public budgets?
- In the midst of such economic uncertainty, what federal, state, local, and private sector resources do we have at our disposal?
- What financial support can we expect from the federal government under the Biden Administration?
- Will we see a sustained adoption of telecommuting, and if so, how will it affect the housing market?

Gustavo Velasquez, Director, California Department of Housing and Community Development (5-10 min)

Layne Marceau, Division President, Shea Homes (5-10 min)

Joel Singer, CEO, California Association of Realtors (5-10 min)

Lisa Hershey, Executive Director, Housing California (5-10 min)

Roundtable Discussion

2:15 – 2:30pm	Break
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2:30 – 4:00pm

Session 2 – House Money: Are We Making It Count?

The housing market, though driven predominantly by the private sector, is boosted by public dollars designed to spur construction of affordable housing units. Are we making the most of these public expenditures? What more can be done to make sure we are getting the best bang for our buck?

- Is it time for a “one-stop shop” for housing funding and tax credits? Are there compelling reasons we may not want to consolidate public financing programs?
- What new funding sources can we tap to enable homebuilding that would not happen otherwise? How might we access Medicare/Medical monies for housing?
- What financial incentives can be offered to cities where enthusiasm for homebuilding can be tempered by corresponding cost increases to municipal services?
- Should government be directly building housing?

Fiona Ma, California State Treasurer (5-10 min)

Amie Fishman, Executive Director, Non-Profit Housing Association of Northern California (5-10 min)

Murtaza Baxamusa, Director of Planning and Development, San Diego Building Trades – Family Housing Corporation (5-10 min)

Paul Koretz, Councilmember, City of Los Angeles (5-10 min)

Roundtable Discussion

4:00 – 4:15pm

Break

4:15 – 5:30pm

Session 3 – May the Workforce Be With Us

Any pathway to a brighter housing future starts with a robust workforce capable of building our way out of our current predicament. However, it remains uncertain if we have an ongoing supply of trained workers to carry out our ambitious housing production goals. What are we doing and what needs to be done to ensure we have the necessary workforce?

- Where are the worker shortages?
- What is inhibiting the development of the needed workforce to build millions of new units?
- Do we have sufficient career pathway programs to attract and train the next generations of homebuilders?
- What is the actual cost of labor in homebuilding? Are labor costs inhibiting construction?

- Are there innovative ways to deploy our current workforce to build non-traditional housing, like accessory dwelling units or pre-fabricated structures?

Alex Lantsberg, Research and Advocacy Director, San Francisco Electrical Construction Industry (5-10 min)

Anne McMonigle, Commissioner, Los Angeles County Workforce Development Board and Executive Director, Apprenticeship Readiness Fund (5-10 min)

Dan Curtin, Director, California Conference of Carpenters (5-10 min)

Roundtable Discussion

6:00pm	Reception and Dinner – Fairway Deck
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Reception will begin at 6:00pm on the Fairway Deck. Dinner begins at 7:00pm. We recommend you bring a sweater as we will be outside.

FRIDAY, FEBRUARY 26

Silverado East Ballroom

7:45 – 8:45am	Buffet Breakfast – Fairway Deck
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8:45 – 10:00am	Session 4 – Busy Intersection: Aligning Land Use, Climate, and Housing Goals
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As an environmental champion and economic powerhouse, California has responsibly implemented rules to help guide sustainable growth across the state. Yet these forward-thinking planning frameworks can also create inconsistencies and friction with housing production goals. What can we do to clarify conflicting objectives to ensure we support robust homebuilding while still fulfilling environmental and community needs?

- How do land use opportunities, homebuilding, and climate goals intersect? What can be done to harmonize the nexus between these sometimes competing priorities?
- How can compliance with the Regional Housing Needs Assessment be confounded by compliance with other state rules?
- What should housing look like in California's wildland-urban interface, where the risk of catastrophic wildfires loom large, but real estate remains ample?
- How are Sustainable Community Strategies under SB375 shaping housing development decisions? Is it working as intended, or is it time for a "SB375 2.0?"

Brian Hanlon, President & CEO, California YIMBY (5-10 min)

Cori Schumacher, Councilmember, City of Carlsbad (5-10 min)

Michael DeLapa, Executive Director, LandWatch Monterey County (5-10 min)

Andrew Henderson, Partner, The Henderson Law Firm (5-10 min)

Roundtable Discussion

10:00 – 10:15am	Break
10:15 – 11:45am	Session 5 – Doing Our Homework: Lessons Learned from Recent Policies

Like all historic challenges, there is no short cut to fixing California’s housing woes. But a foundation has been laid in recent years with the passage of dozens of major housing and homeless bills and the allocation of billions of dollars. In our final session, we will explore several policies and assess which ones are making a difference, which ones need a bit more care and attention as they are implemented, and where we should consider leaving good enough alone.

- What policies seem to be spurring new housing production? How about densification?
- Are there any programs with a track record of reducing homelessness?
- What’s the verdict on Project Home Key – the program to purchase and rehabilitate housing units during the pandemic? Was there a “secret sauce” that enabled rapid mobilization of government, private sector, and civil society, and can we replicate it?

Jason Elliott, Senior Counselor on Housing & Homelessness, Office of Governor Newsom (5-10 min)

Darrell Steinberg, Mayor, City of Sacramento (5-10 min)

Adam Briones, Economic Equity Director, The Greenlining Institute (5-10 min)

John Norman, Vice President, Entitlement and Land & Housing Development, Brookfield Properties (5-10 min)

Roundtable Discussion

11:45 – 12:00pm	Summary, Next Steps, and Adjournment
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Jay Hansen, President & CEO, CFEE